



Tobacco Company

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January 29, 1996

RJR Account # 423360
SANDY KATZ
MIDDLESEX TOBACCO CO
450 FLORIDA GROVE RD
PERTH AMBOY, NJ 08861

March National promotion / Doral Buy 2 Packs-Get a Free Ash Tray

To: SANDY KATZ

Doral product has been ordered (see quantities below), as well as the premium/shippers (item # 496991) to pack your March 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	Style or Item	# Cases (6m or 12m)
12300-15112	Doral Light King Size (Regular Product)	3 (12m)
12300-15212	Doral Lights 100's (Regular Product)	3 (12m)
12300-15706	Doral Lights Menthol King Size (Reg. Prod.)	6 (6m)
12300-15812	Doral Lights Menthol 100's (Reg. Product)	3 (12m)
12300-70504	Premium shipper case	160

These allocations will allow you to build :

160 Shippers

These shippers will service:

142 Retail Stores

Product/Premium Arrival:

February 20, 1996

Ship Date to retail

Week of March 4, 1996

The PO # for this order is:

1,8303

SKU Cube:

20 Offers

Retail Sales Offer per SKU

Billing per SKU

4 Savings Priced cartons

EFT \$ Amount

\$6,123.11

Non EFT Amount

51850 3502

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Doral B2GF Ash Tray

Account: MIDDLESEX TOBACCO CO / 423360

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs, get a free ash tray offers. 2 live packs of Doral should be placed in each sleeve to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$298.67.

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to our local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

N/A

Important Note: Your allocation may include extra shippers beyond those required to service your retail accounts on the attached list. You will have. 0 shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

51850 3503

DORAL BUY 2 PACKS/GET FREE ASH TRAY CLEANUP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "National Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date: _____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Doral Buy 2 get a free Ash Tray shippers (each shipper contains 4 Savings priced cartons).

of Shippers Requested =====>

Authorized Signature: _____

51850 3504

Wholesale Partners "Value Added" payment request form

Promotion: Doral March buy 2 packs get free Ash tray 1996 National Retail #600001

Note: Payment is based on \$28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: MIDDLESEX TOBACCO CO

RJR Account Number: 423360

Displays Wrapped and Delivered: 160

Value Added Payment Due: \$298.67

Wholesale Partner Signature: _____

RJR Representative: _____

Payment will be mailed directly to the participating Wholesale Partner

=====Operations Office Use=====

Date Processed: _____

Processed by: _____

Voucher #: _____

51850 3505

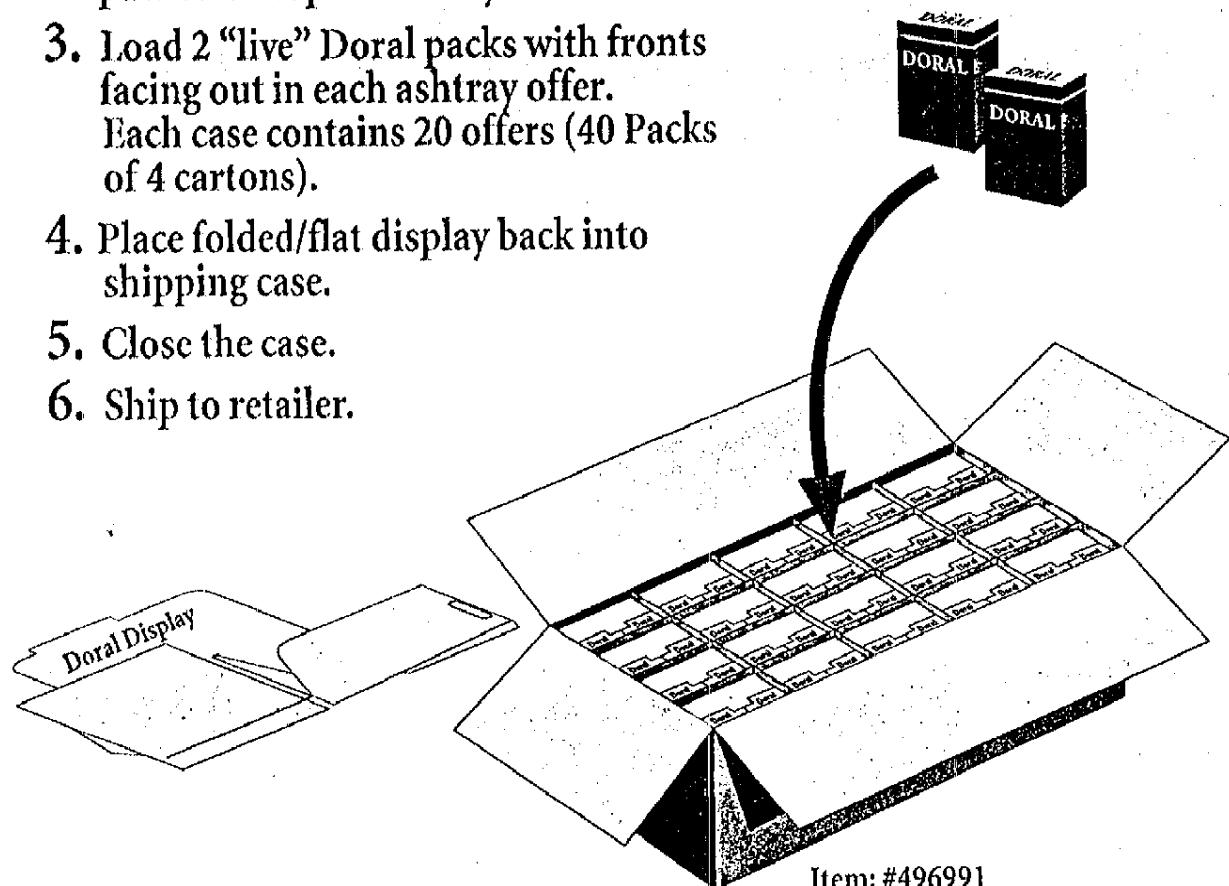
WHOLESALER PACKING INSTRUCTIONS

VALUE-ADDED PROMOTIONS – 1ST QTR. '96

March National Doral Ashtray w/2 Pks.

STEPS

1. Open Doral ashtray shipping case.
2. Remove folded/flat display which is packed on top of ashtray sleeves.
3. Load 2 "live" Doral packs with fronts facing out in each ashtray offer.
Each case contains 20 offers (40 Packs of 4 cartons).
4. Place folded/flat display back into shipping case.
5. Close the case.
6. Ship to retailer.



Item: #496991
Description: Doral B2GF Ashtray

Brand Style	DORAL LTS, KING SIZE	DORAL 100's LIGHTS	DORAL LIGHT MENTH. KS	DORAL LIGHT MENTHOL 100		
Number of Cartons	1	1	1	1		